

CRISIS & EMERGENCY RISK COMMUNICATION: by Leaders for Leaders

Satellite Conferences

**Part 1 • Tuesday, December 7, 2004
1:00-3:30 p.m. (Central Time)**

**Part 2 • Tuesday, December 14, 2004
1:00-3:30 p.m. (Central Time)**

2:00-4:30 p.m. (Eastern Time) • 12:00-2:30 p.m. (Mountain) • 11:00 a.m.-1:30 p.m. (Pacific)

Crisis and Emergency Risk Communication: by Leaders for Leaders gives leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a "resource multiplier" - it helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication. Each crisis will carry its own psychological baggage. A leader must anticipate what mental stresses the population will be experiencing and apply appropriate communication strategies to attempt to manage these stresses in the population.

Hear compelling experiences from leaders just like you who faced national disasters such as terrorism, wildfires, sniper shootings, floods, and bioterrorism.

"The need to communicate clearly was never more compelling than during the recovery from the World Trade Center attacks. People were desperate for information. The information had to be correct, but there were delicate questions of taste and sensitivity as well."

--former Mayor Rudolph Giuliani

In this Crisis and Emergency Risk Communication two-part course, you will learn the following: the psychology of communicating in a crisis; your role as a spokesperson; working with media during a crisis; and public health and media law.

This course was recently designed as a 5 hour training program. It is being offered in 2 parts for this special satellite program. Participants are strongly encouraged to register for and attend both sessions.

Barbara Reynolds is a crisis and risk communication specialist with the Centers for Disease Control and Prevention in Atlanta. She is the author of the CDC's "Crisis and Emergency Risk Communication" text and, for the last two years, has taught these communication principles to thousands of professionals involved in community disaster response around the United States and internationally.

Conference Details:

Target Audience: State and Regional Health Directors, Public Safety Directors, Public Information Officers, Administrators, First Responders, Nurses, Social Workers and Health Educators.

Registration: www.adph.org/alphn **Cost:** No cost to view. **CEUs:** None offered for this conference.

Satellite Coordinates: C & Ku Band.

Conference Materials: Posted on website approximately one week before the program.

Questions: alphn@adph.state.al.us or 334-206-5618.

Issues or questions you want addressed during the conference?

Email (alphn@adph.state.al.us) or fax (334-206-5640) the conference faculty. They will respond during the program.